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HAGGIN MARKETING ACQUIRES THE CHICAGO CATALOG GROUP

*Acquisition Enhances Multi-Channel Direct Marketing Capabilities
and Expands Agency Footprint*

SAN FRANCISCO, CA and CHICAGO, IL / November 27, 2006 – Haggin Marketing, Inc., a leading multi-channel direct marketing agency, today announced that it has acquired The Chicago Catalog Group (“CCG”) to enhance its business-to-business and business-to-consumer direct marketing capabilities. Haggin Marketing’s acquisition of CCG augments its multi-channel direct marketing services and bolsters the agency’s national footprint. Haggin Marketing is financially backed by Lake Capital, a private equity firm that invests in growing services companies.

Founded in 1996 by Charlene Gervais, president, and Mike Lapchick, creative director, CCG is a leader in the design and production of catalogs, direct mail pieces, and other marketing-related collateral for business-to-business and business-to-consumer applications. CCG is uniquely qualified in every aspect of catalog and collateral development, including creative direction, copywriting, full service in-house photography, production and print management.

“Adding CCG’s particular expertise in business-to-business advertising to our growing slate of direct response services is a perfect fit for our growth plans as an agency,” said Jeff Haggin, CEO and founder of Haggin Marketing. “We have primarily focused on the business-to-consumer side of the business, and the combination of the Haggin brand and CCG’s experience enables us to expand our service offerings and to serve new markets.”

CCG will operate under the Haggin Marketing brand and will remain in Chicago, with Gervais and Lapchick continuing in their leadership roles.

“We are excited to become part of Haggin Marketing and to gain access to the talents and resources the agency has to offer,” said Charlene Gervais. “Moreover, we are eager to work with Haggin to provide “BRANDACTIONAL®” advertising frameworks to our projects. In addition, our clients will benefit from Haggin’s experience working with Fortune 500 companies to use direct media to reach markets and develop their brands,” added Mike Lapchick.

No transaction terms have been disclosed.

About The Chicago Catalog Group

The Chicago Catalog Group is a premier designer and producer of catalogs, direct mail pieces, and other marketing-related collateral. Recognized for its strategic development and creative execution of direct marketing applications, CCG provides creative direction, copywriting, full service in-house photography, production and print management for its clients. More information about CCG is available at www.chicagocatalog.com.

About Haggin Marketing

Haggin Marketing provides strategic marketing planning, creative, production, media and distribution and analytics services in a multi-channel environment for its clients. With a specialty in catalog marketing, direct mail, FSI media, retail, e-mail marketing and e-commerce, the agency's blue chip roster includes Amazon.com, American Express, AT&T, Cingular, Cintas, Dell, eBay, Sunglass Hut International, and more. Additional information about Haggin Marketing is available at www.hagginmarketing.com.

About Lake Capital

Lake Capital is a private equity firm that focuses on investments in service-based enterprises across various industries. The firm is currently managing more than \$1.3 billion in equity commitments and seeks to build leading services companies through organic and acquisition-enhanced growth. More information about Lake Capital is available at www.lakecapital.com.

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